

## SERVICES CONTRACT

**ITEM:** 1-S **Agency Contact:** Ellis Kitchen (410) 260-2994  
ekitchen@state.md.us

**DEPARTMENT/PROGRAM:** Budget and Management (DBM)  
Telecommunications Access of Maryland (TAM)

**CONTRACT ID:** Advertising Services  
ADPICS NO. F10B6200001

**CONTRACT DESCRIPTION:** Approval request for a contract to provide advertising, marketing and public relations services for DBM's Telecommunications Access of Maryland (TAM) Program.

**AWARD:** Market Street Communications  
Annapolis, MD

**TERM:** 8/1/2005 - 7/31/2008 (W/2 one-year renewal options)

**AMOUNTS:** \$225,000 Est. (3 Years; Base Contract)  
\$ 75,000 Est. (1 Year; 1<sup>st</sup> Renewal Option)  
\$ 75,000 Est. (1 Year; 2<sup>nd</sup> Renewal Option)  
\$375,000 Est. Total (5 Years)

**PROCUREMENT METHOD:** Competitive Sealed Proposals

**BIDS OR PROPOSALS:** See Attachment

**MBE PARTICIPATION:** None

**FUND SOURCE:** 100% Spec.

**INCUMBENT:** Devaney and Associates, Inc.  
Towson, MD

**ITEM:** 1-S (Cont)

**REQUESTING AGENCY REMARKS:** A notice of the availability of the Request For Proposals (RFP) was advertised in the *Maryland Contract Weekly*, at DBM's website and at *eMarylandMarketplace.com*. Copies of the solicitation notice were mailed directly to 60 prospective vendors. A copy was also sent to the Governor's Office of Minority Affairs.

A total of seven proposals were received for this Small Business Reserve contract. From these proposals, only three were deemed reasonably susceptible of being selected for award as indicated in the Attachment. Technical factors had greater weight than financial factors in the overall award determination.

The purpose of this contract is to provide education and outreach services to familiarize Maryland citizens with the availability of the TAM Program operated by the Department for the hearing impaired.

The Award Amount above is estimated. It is the amount TAM expects to spend on these services and is based upon the offer rate as indicated in the Attachment.

A protest was received on this contract. The protest was denied by the Procurement Officer. The protesting vendor appealed the denial of the protest to the Maryland State Board of Contract Appeals (MSBCA). The MSBCA ruled in favor of the Department in June, 2005.

<b>RESIDENT BUSINESS:</b>	Yes
<b>MD TAX CLEARANCE:</b>	05-1449-0000

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Board of Public Works Action - The above referenced Item was:

APPROVED	DISAPPROVED	DEFERRED
WITHDRAWN		
WITH DISCUSSION		WITHOUT DISCUSSION